

Abstract: Legal regulation of sensitive commodity advertising (such as pharmaceutical drugs, dietary supplements, alcoholic beverages, tobacco products, games of chance)

The subject of this thesis is the legal regulation of sensitive commodity advertising, such as tobacco products and alcoholic beverages on which I have focused in my work. The thesis is mainly based on topics relevant to current legislation and case law, which are directly linked to the advertising regulation of these products, and is based on controversy with the views of other experts on the subject.

In my work I have not only described the historical development of advertisement in general, but also the initial introduction of advertising regulations as such, and, at the same time, the legal instruments related to the private and public law regulation with a detailed breakdown of relevant case law - without omission of international law and European Union law. Simultaneously, I have thoroughly analysed the issue of advertising regulations and its collision with the constitutionally established rights such as freedom of expression and freedom of enterprise also in the light of the imperative judicature decisions. One of the main parts of the analysis of this topic was also the focus on the ethical component of advertising self-regulation, which is an essential part of advertising regulation and which terms and conditions are set out in the Code of Advertising.

In the conclusion of this thesis I have analysed the more controversial overlap of advertising of sensitive commodity on social media and Internet platforms such as YouTube or Instagram, and yet I have tried to critically point out the legal pitfalls related to it and point to the legislator's approach that is usually not immediate, which is of little use considering the urgency of today's time and the speed of content sharing on social media platforms.

Given the relevance of this matter and the planned changes described in the thesis, I hope that we will be able to improve our current situation and use the institute of advertising regulations as a means of promoting the population's health, protecting the most vulnerable - children and adolescents - and reducing the daily contact with advertisements of alcoholic beverages through the current use of social media.